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| 21658 7590 09/07/2007 DYKAS, SHAVER & NIPPER, LLP P.O. BOX 877 BOISE, ID 83701-0877 | | | EXAMINER THEIN, MARIA TERESA T | |
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Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

| | | | |
|------------------------------|------------------------|---------------------|--|
| Office Action Summary | Application No. | Applicant(s) | |
| | 10/025,957 | HAMMONS ET AL. | |
| | Examiner | Art Unit | |
| | Marissa Thein | 3627 | |

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) ☒ Responsive to communication(s) filed on 14 June 2007.
- 2a) ☒ This action is **FINAL**. 2b) ☐ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) ☒ Claim(s) 1-19 is/are pending in the application.
- 4a) Of the above claim(s) _____ is/are withdrawn from consideration.
- 5) ☐ Claim(s) _____ is/are allowed.
- 6) ☒ Claim(s) 1-19 is/are rejected.
- 7) ☐ Claim(s) _____ is/are objected to.
- 8) ☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on _____ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some * c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
2. ☐ Certified copies of the priority documents have been received in Application No. _____.
3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

- | | |
|--|---|
| 1) <input type="checkbox"/> Notice of References Cited (PTO-892) | 4) <input type="checkbox"/> Interview Summary (PTO-413) |
| 2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948) | Paper No(s)/Mail Date. _____ |
| 3) <input type="checkbox"/> Information Disclosure Statement(s) (PTO/SB/08) | 5) <input type="checkbox"/> Notice of Informal Patent Application |
| Paper No(s)/Mail Date _____ | 6) <input type="checkbox"/> Other: _____ |

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DETAILED ACTION

Response to Amendment

Applicant's "Response to Examiner's Action" filed on June 14, 2007 has been considered.

Applicant's response to claim 3 has overcome the Examiner's rejection under 35 U.S.C. §112, second paragraph.

Applicant's response by virtue of amendment to claim 19 has overcome the Examiner's rejection under 35 U.S.C. §112, second paragraph.

Claim 19 is amended. Claims 1-19 remain pending in this application.

Claim Rejections - 35 USC § 103

The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

Claims 1, 5, 8-9 and 13 are rejected under 35 U.S.C. 103(a) as being unpatentable over U.S. Patent No. 6,609,106 to Robertson in view of U.S. Patent No. 7,013,292 to Hsu et al.

Regarding claims 1 and 8-9, Robertson discloses a method for providing specific product information and offers for sale to the system user, the method comprising the steps of: gathering product information regarding a variety of products offers and information (col. 2, lines 14-25; col. 10, lines 39-41); organizing the product offers and information based upon predetermined criteria (col. 9, lines 34-37; col. 10, lines 51-53);

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saving the organized product offers and information in a database (col. 12, lines 26-37); gathering system user profile information from the system user including user demographic information, interests and preferences (col. 13, lines 63-65; col. 20, lines 10-16; Figure 16); organizing the system user profile information, according to predetermined criteria (col. 20, line 65 – col. 21, line 13); saving the organized system user profile information (col. 20, line 65 – col. 21, line 13); matching the organized product offers and information to the organized system user profile information according to a designated criteria (col. 18, lines 34-55); selecting matched product offers and information to be transmitted to the display device based upon desired criteria with said product offers corresponding to user or gift recipients interests and preferences (Figure 33, col. 18, lines 51-60; col. 23, lines 10-18); delivering the matched product offers and information to the system user through the display devices (Figure 33); storing the matched product offers and information on the display device (col. 19, lines 5-11; col. 23, lines 57-65); displaying the delivered matched product offers and information on the display device (Figure 33; Figure 36); and transmitting transaction request from the system user (Figures 37).

However, Robertson does not explicitly disclose the gathering user profile information includes user gift recipient's demographic information, interest and preferences. Furthermore, Robertson does not explicitly disclose gathering the gift-giving information from the system user about the system user's gift-giving recipients and the gift giving information includes gift receiving recipient and an event for which the gift is to be selected. Robertson discloses a "Choose a Gift for Someone" link

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(Robertson, Figure 15) and a Reminders (340) link (Robertson, Figure 21). When the user chooses the "Choose a Gift for Someone" link, a Gift Recipient Selection Page is displayed to the user (Robertson, col. 22, lines 59-61). Furthermore, Robertson discloses collecting information about the user such as personal taste (col. 20, lines 12-15). Robertson further discloses a gift purchasing process, wherein the gift purchaser either locates the desired gift registrant that they desire to purchase a gift for or locates the desired registered occasion (col. 15, lines 50-53).

Hsu, on the other hand, teaches disclose the gathering user profile information includes user gift recipient's demographic information, interest and preferences (col. 9, lines 40-44); and gathering the gift-giving information from the system user about the system user's gift-giving recipients and the gift giving information includes gift receiving recipient and an event for which the gift is to be selected (col. 11, lines 27-20; Figure 3).

Therefore, it would have been obvious to one of ordinary skill in the art at the time of the invention was made to modify the combination, to include the gathering of user profile information includes user gift recipient's demographic information, interest and preferences and gathering the gift-giving information from the system user about the system user's gift-giving recipients and the gift giving information includes gift receiving recipient and the event for which the gift is to be selected, as taught by Hsu, in order to reduce the incidence of duplicate gifts (Hsu, col. 3, lines 21-22), thus to reduce or eliminate the cost of gift returns (Hsu, col. 3, line 29).

Regarding claim 5, Robertson discloses the product offers and information are displayed immediately (Figure 33; Figure 36).

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Regarding claim 13, Robertson discloses the displayed offers can be accessed either from said display device or from a designated website (Figure 33; Figure 36).

Claims 2, 4, 6-7, 12 are rejected under 35 U.S.C. 103(a) as being unpatentable over U.S. Patent No. 6,609,106 to Robertson and U.S. Patent No. 7,013,292 to Hsu et al. as applied to claim 1 above, and further in view of U.S. Patent No. 5,991,771 to Falls.

The combination of Robertson and Hsu substantially discloses the claimed invention, however, the combination does not disclose the display device being connected and not being connected to the network; product offers and information are reserved for later display when the display device is no longer attached to the network; and to store the transaction and automatically connect to said network at a later time. However, the combination discloses storing various account informations with respects to the users (Robertson, col. 12, lines 58-60).

Falls, on the other hand, teaches the display device being connected and not being connected to the network; later display when the display device is no longer attached to the network; and to store the transaction and automatically connect to said network at a later time (col. 3, line 66 – col. 4, line 15; col. 1, lines 11-15).

Therefore, it would have been obvious to one of ordinary skill in the art at the time of the invention was made to modify the combination, to include the display device being connected and not being connected to the network; later display when the display device is no longer attached to the network; and to store the transaction and automatically connect to said network at a later time, as taught by Falls, in order to

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provide consistent file locations regardless of whether the computer is connected to the network (col. 3, lines 9-11).

Claim 3 are rejected under 35 U.S.C. 103(a) as being unpatentable over U.S. Patent No. 6,609,106 to Robertson and U.S. Patent No. 7,013,292 to Hsu et al. as applied to claim 1 above, and further in view of U. S. Patent No. 6,202,051 to Woolston. The combination of Robertson and Hsu substantially discloses the claimed invention, specifically, the placing bids in an electronic auction (Hsu, col. 17, lines 4-11; col. 17, lines 41-48; col. 18, lines 50-51; col. 23, lines 17-34). However, the combination does not explicitly disclose placing items for sale in an auction, and making offers to sell to a third party. The combination discloses ordering a product (Robertson, col. 24, lines 9-11).

Woolston, on the other hand, teaches placing items for sale in an auction (Figure 3), and making offers to sell to a third party (Figure 7).

Therefore, it would have been obvious to one of ordinary skill in the art at the time of the invention was made to modify the combination, to include placing items for sale in an auction, and making offers to sell to a third party, as taught by Woolston, in order to market goods so that participants can speculate on the price of the goods (Woolston, col. 1, lines 30-32) and to provide resale of goods purchased (Woolston, col. 1, lines 62-63).

Claims 10-12 are rejected under 35 U.S.C. 103(a) as being unpatentable over U.S. Patent No. 6,609,106 to Robertson and U.S. Patent No. 7,013,292 to Hsu

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et al. as applied to claim 8 above and in further view of U.S. Patent No. 5,991,771

to Falls. The combination of Robertson and Hsu substantially discloses the claimed invention, however, the combination does not disclose the system user is able to initiate a transaction when the device is not connected to the network; and to store the transaction and automatically connect to said network at a later time. The combination discloses storing various account information with respects to the users (Robertson, col. 12, lines 58-60).

Falls, on the other hand, teaches the system user is able to initiate a transaction when the device is not connected to the network; and to store the transaction and automatically connect to said network at a later time (col. 3, line 66 – col. 4, line 15; col. 1, lines 11-15).

Therefore, it would have been obvious to one of ordinary skill in the art at the time of the invention was made to modify the combination, to include the system user is able to initiate a transaction when the device is not connected to the network; and to store the transaction and automatically connect to said network at a later time, as taught by Falls, in order to provide consistent file locations regardless of whether the computer is connected to the network (col. 3, lines 9-11).

Claim 14 –18 are rejected under 35 U.S.C. 103(a) as being unpatentable over U.S. Patent No. 6,609,106 to Robertson in view of U.S. Patent No. 5,983,200 to Slotznick and in further view of U.S. Patent No. 5,991,771 to Falls.

Regarding claims 14-18, Robertson discloses a method for providing specific product information and offers for sale to the system user, the method comprising the

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steps of: gathering product information regarding a variety of products offers and information (col. 2, lines 14-25; col. 10, lines 39-41); organizing the product offers and information based upon predetermined criteria (col. 9, lines 34-37; col. 10, lines 51-53); saving the organized product offers and information in a database (col. 12, lines 26-37); gathering system user profile information from the system user (col. 20, lines 10-16; Figure 16); saving the organized system user profile information (col. 20, line 65 – col. 21, line 13); organizing the system user profile information according to selected criteria based upon the user (col. 20, line 65 – col. 21, line 13); saving the system user profile information (col. 20, line 65 – col. 21, line 13); organizing the system user profile information, and gift-giving information according to predetermined criteria (col. 20, line 65 – col. 21, line 13); matching the product offers and information to the system user profile information and to the gift giving information and profiles based upon selected criteria (col. 18, lines 34-55); selecting product offers and information to be transmitted to the display device based upon matched product results and selected criteria (Figure 33, col. 18, lines 51-60); delivering program matched product offers and information to the system user through the display devices (Figure 33); storing the program matched product offers and information on the display device (col. 19, lines 5-11; col. 23, lines 57-65); receiving offers and information as selected by the shopper and storing the selected offers and information (Figure 33; Figure 36); displaying on the display device the selected offers and information, and the matched product offers and information upon request by the system user (Figure 33; Figure 36); and providing opportunities for

interactive purchasing and communication through the display devices (Figure 33; Figure 36; Figure 37).

However, Robertson does not explicitly disclose the gift-giving information and profiles regarding future gift recipients from the system user, gift recipient's interests and attributes, a specified list of gift giving events for each gift recipient; and initiating specific processes from the display. Robertson discloses a "Choose a Gift for Someone" link (Figure 15) and a Reminders (340) link (Figure 21). When the user chooses the "Choose a Gift for Someone" link, a Gift Recipient Selection Page is displayed to the user (col. 22, lines 59-61).

Slotznick, on the other hand, teaches the gift-giving information and profiles regarding future gift recipients from the system user, gift recipient's interests and attributes, a specified list of gift giving events for each gift recipient; and initiating specific processes from the display (col. 12, lines 56-67; col. 15, lines 7-16; col. 16, lines 52-61; col. 18, lines 36-58).

Therefore, it would have been obvious to one of ordinary skill in the art at the time of the invention was made to modify the method of Robertson, to include the gift-giving information and profiles regarding future gift recipients from the system user, gift recipient's interests and attributes, a specified list of gift giving events for each gift recipient; and initiating specific processes from the display, as taught by Slotznick, in order to provide a proper and appropriate gift (Slotznick, col. 14, lines 39-40) and to provide an interactive screen (Slotznick, col. 15, lines 41).

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Robertson does not explicitly disclose the storing the displayed offers and information for later on-demand access; the displayed offers can be accessed from a location other than the display device; and the displayed device is not connected to the network and the device is able to store a transaction, purchase, and process for transmission until a connection between the display and the network becomes available. Robertson discloses storing various account information with respects to the users (col. 12, lines 58-60).

Falls, on the other hand, teaches the storing the displayed offers and information for later on-demand access; the display can be accessed from a location other than the display device; and the displayed device is not connected to the network and the device is able to store a transaction, purchase, and process for transmission until a connection between the display and the network becomes available (col. 3, line 66 – col. 4, line 15; col. 1, lines 11-15).

Therefore, it would have been obvious to one of ordinary skill in the art at the time of the invention was made to modify the method of Robertson, to include the storing the displayed offers and information for later on-demand access; the display can be accessed from a location other than the display device; and the displayed device is not connected to the network and the device is able to store a transaction, purchase, and process for transmission until a connection between the display and the network becomes available, as taught by Falls, in order to provide consistent file locations regardless of whether the computer is connected to the network (Falls, col. 3, lines 9-11).

Claim 19 are rejected under 35 U.S.C. 103(a) as being unpatentable over U.S. Patent No. 6,609,106 to Robertson in view of the article "Reminder/Gifted Solutions Announces Merchants and Portal Partners Using Its New Gift Services Engine at Internet Commerce Expo this Week" (Reminder/Gifted) in further view of U.S. Patent No. 5,991,771 to Falls and in further view of U. S. Patent No. 6,202,051 to Woolston.

Regarding claim 19, Robertson discloses the method comprising the steps of: gathering information regarding product offers and information from a variety of sources (col. 2, lines 14-25; col. 10, lines 39-41); organizing the information regarding product offers and information based upon a predetermined criteria (col. 9, lines 34-37; col. 10, lines 51-53); saving the organized information regarding product offers and information (col. 12, lines 26-37); gathering system user profile information from the system user by any one of a combination of methods selected from the group consisting of: direct submission from the system users through answers on a profile, monitoring customer interaction with a provided software program (Figure 21); organizing the system user profile information (col. 20, line 65 – col. 21, line 13); saving the system user profile information (col. 20, lines 65- col. 21, lines 13); organizing the system user profile information, and the gift-giving information according to predetermined criteria (col. 20, line 65- col. 21, line 13); matching the product offers and information to the system user profile information and to the gift recipient profiles (col. 18, lines 34-55); organizing the matched product offers and information (col. 19, lines 5-11; col. 23, lines 57-65); delivering the matched product offers and information to said system users via said

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network (Figure 33); storing the matched product offers and information (col. 19, lines 5-11; col. 23, lines 57-65); and transmitting transaction requests from the user wherein the transaction requests making offers to purchase from a seller (Figure 33; Figure 36; Figure 37).

However, Robertson does not explicitly disclose the gathering system user gift-recipient profiles and a specified list of gift giving events for each gift recipient; and the information including buyer information from a merchant regarding likely profiles of purchasers of a particular product; and merchant supplied selection criteria for a product. Robertson discloses a "Choose a Gift for Someone" link (Figure 15) and a Reminders (340) link (Figure 21). When the user chooses the "Choose a Gift for Someone" link, a Gift Recipient Selection Page is displayed to the user (col. 22, lines 59-61).

The article Reminder/Gifted, on the other hand, teaches disclose the gathering system user gift-recipient profiles and a specified list of gift giving events for each gift recipient; and the information including merchant supplied selection criteria from a merchant regarding likely profiles of purchasers of a particular product. (whole article).

Therefore, it would have been obvious to one of ordinary skill in the art at the time of the invention was made to modify the method of Robertson, to include the gathering system user gift-recipient profiles and a specified list of gift giving events for each gift recipient; and the information including merchant supplied selection criteria from a merchant regarding likely profiles of purchasers of a particular product, as taught

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by the article, in order to assist the user in picking the perfect gift (the article, whole article).

Robertson does not explicitly disclose displaying the matched product offers and information after disconnecting the personal computer from said network and transaction requests being stored within the display device until the display device is connected to the network, whereupon the transaction requests are transmitted to the information system computer. Robertson discloses storing various account informations with respects to the users (col. 12, lines 58-60).

Falls, on the other hand, teaches displaying information after disconnecting the personal computer from said network and transaction requests being stored within the display device until the display device is connected to the network, whereupon the transaction requests are transmitted to the information system computer (col. 3, line 66 – col. 4, line 15; col. 1, liens 11-15).

Therefore, it would have been obvious to one of ordinary skill in the art at the time of the invention was made to modify the method of Robertson, to include displaying information after disconnecting the personal computer from said network and transaction requests being stored within the display device until the display device is connected to the network, whereupon the transaction requests are transmitted to the information system computer, as taught by Falls, in order to provide consistent file locations regardless of whether the computer is connected to the network (col. 3, lines 9-11).

However, Robertson does not explicitly disclose placing bids in an electronic auction, placing items for sale in an auction, and making offers to sell to a third party. Robertson discloses ordering a product (col. 24, lines 9-11).

Woolston, on the other hand, teaches placing bids in an electronic auction (Figures 5-6), and placing items for sale in an auction (Figure 3).

Therefore, it would have been obvious to one of ordinary skill in the art at the time of the invention was made to modify the method of Robertson, to include placing bids in an electronic auction, placing items for sale in an auction, and making offers to sell to a third party, as taught by Woolston, in order to market goods so that participants can speculate on the price of the goods (Woolston, col. 1, lines 30-32) and to provide resale of goods purchased (Woolston, col. 1, lines 62-63).

Response to Arguments

Applicant's arguments filed June 14, 2007 have been fully considered but they are not persuasive.

Claims 1,5, 8-9, and 13

Applicant remarks "that the Examiner's § 103 rejections to this point have been in the nature of finding parts of the invention in prior art and not indicating any suggestion, teaching or motivation for their combination. Further, any reason for the combination must be explicitly discussed, which these rejections have not been".

In response to applicant's argument that there is no suggestion to combine the references, the examiner recognizes that obviousness can only be established by combining or modifying the teachings of the prior art to produce the claimed invention

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where there is some teaching, suggestion, or motivation to do so found either in the references themselves or in the knowledge generally available to one of ordinary skill in the art. See *In re Fine*, 837 F.2d 1071, 5 USPQ2d 1596 (Fed. Cir. 1988) and *In re Jones*, 958 F.2d 347, 21 USPQ2d 1941 (Fed. Cir. 1992). In this case, the motivation was found in Hsu, col. 3, lines 21-22 and col. 3, line 29, which is to reduce the incidence of duplicate gifts, thus to reduce or eliminate the cost of gift returns. Furthermore, *KSR* forecloses Applicant's remarks that a specific teaching, suggestion, or motivation is required to support a finding of obviousness. *KSR*, 123, S.Ct. at 1741, 82 USPQ2d at 1396

Examine has explicitly discussed what Robertson discloses and what Robertson does not disclose. The Examiner then turns to Hsu to teach the remaining element that was not disclosed in Robertson. (See last Office Action)

Claims 1, 5, 8-9 and 13 recite combination which only unite old elements with no change in their respective functions and which yield predictable results. Thus, the claimed subject matter likely would have been obvious under *KSR*

Claims 2, 4, 6-7, and 12

Applicant remarks that "Falls has a different meaning than the generally-accepted meaning.....Falls defines a transaction asand relates to the technical field of database maintenance, the maintenance of information and consistencies of information not the choice to initiate a purchase or other transaction process... Therefore, Applicantcontents that Falls is non-analogous art as applied to the

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present application and is therefore not obvious in view of the combination of Robertson, Hsu, and Falls”.

In response to applicant's argument that the references fail to show certain features of applicant's invention, it is noted that the features upon which applicant relies (i.e., to initiate a purchase or other transaction process) are not recited in the rejected claim(s). Although the claims are interpreted in light of the specification, limitations from the specification are not read into the claims. See *In re Van Geuns*, 988 F.2d 1181, 26 USPQ2d 1057 (Fed. Cir. 1993).

In response to applicant's argument that Falls is nonanalogous art, it has been held that a prior art reference must either be in the field of applicant's endeavor or, if not, then be reasonably pertinent to the particular problem with which the applicant was concerned, in order to be relied upon as a basis for rejection of the claimed invention. See *In re Oetiker*, 977 F.2d 1443, 24 USPQ2d 1443 (Fed. Cir. 1992). References are selected as being reasonable pertinent to the problem based on the judgment of a person having ordinary skill in art. “It is necessary to consider the reality of the circumstances – other words, common sense – in deciding in which fields a person of ordinary skill would reasonable be expected to look for a solution to the problem facing the inventor”. *In re Wood*, 599, F.2d 1032, 1036 (C.C.P.A. 1979). In this case, Falls teaches transaction synchronization in a disconnectable computer and network.

Furthermore, Falls was cited for teaching the display device being connected and not being connected to the network.

Claim 3

Applicant remarks that "that Robertson and Hsu do not teach the art as claimed by claim 3, or alternatively, that the Examiner has not met its burden providing obviousness in light of *KSR's* characterization of *Graham*."

Examiner directs Applicant's attention to the discussion above pertaining to claim 1.

Applicant remarks that "does not teach all the limitations of claim 3 is not obvious in view of the combination of Robertson, Hsu, and Woolston". Specifically, Applicant remark "Woolston teaches away from an auction enabling a seller to sell items that are not unique".

In response to applicant's argument that the references fail to show certain features of applicant's invention, it is noted that the features upon which applicant relies (i.e., an auction enabling a seller to sell items that are not unique) are not recited in the rejected claim(s).

However, Applicant claims "placing items for sale in an auction". Woolston does teach this element. In the Abstract, Woolston teaches auctioning of items with a computerized electronic database of data records on the Internet which includes creating a data record containing a description of an item. The item is presented for auction to an audience of participants through a worldwide web.

Such auctioning of items with a computerized electronic database of data records on the Internet which includes creating a data record containing a description of an item;

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and items presented for auction to an audience of participants are considered “placing items for sale in an auction”

Claims 10-12

Applicant remarks that “that Robertson and Hsu do not teach the art as claimed by claim 2, or alternatively, that the Examiner has not met its burden providing obviousness in light of *KSR*’s characterization of *Graham*.”

Examiner directs Applicant’s attention to the discussion above pertaining to claim 1.

Applicant remarks “Falls does not each all the limitations of claim 2 from which claims 10-12 depend and that claims 10-12 are not obvious in view of the combination of Robertson, Hsu, and Falls”.

Examiner directs Applicant’s attention to the discussion above pertaining to claim 2.

Claims 14-18

Applicant remarks that “the system for executing task (Slotznick) is different than a system for creating offers based on the combination of past actions and demographic information”.

The Examiner notes that Slotznick was cited for teaching “the gift-giving information and profiles regarding future gift recipients from the system user, gift recipient’s interests and attributes, a specified list of gift giving events for each gift

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recipient; and initiating specific processes from the display". In addition, applicant's remark that the references fail to show certain features of applicant's invention, it is noted that the features upon which applicant relies (i.e., a system for creating offers based on the combination of past actions and demographic information) are not recited in the rejected claim(s).

Applicant remarks that "Falls fails to teach a system for executing and initiating purchase transaction while disconnected from a network".

Examiner notes that Falls was cited for teaching the disconnection from a network.

Claim 19

Applicant remarks that "Reminder/Gifted teaches away from the use of buyer information from a merchant including demographic profiles of potential buyers of a particular product".

The Examiner notes that Applicant has amended the claim to recite "information including merchant supplied selection from a merchant including demographic profiles of potential buyers of a particular product". Reminded/Gifted teaches "buyer information from a merchant including demographic profiles of potential buyers of a particular product". Reminder/Gifted teaches a shopping assistant which can assist users in picking the perfect gift for gift recipient. The shopping assistant will look at the most often purchased items matching your gift recipient's profile (age, gender relationship) and give you several options. Furthermore, Reminder/Gifted teaches an application

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that promotes and transacts gift purchases based on a profile of the gift recipient as well as the preferences of the gift buyer. Reminder/Gifted also teaches personalized catalog and a Gift Finder which uses a search engine in a way to pinpoint the right gift. (Whole article)

Such shopping assistant looking at the most often purchased items matching your gift recipient's profile; personalized catalog; and a Gift Finder are considered "information including merchant supplied selection from a merchant including demographic profiles of potential purchasers of a particular product".

Applicant remarks that "Reminder/Gifted's limited criteria would further fail to teach make offers to a minority in an age, gender, or relationship group with divergent interest from the majority of people in age, gender or relationship group".

In response to applicant's argument that the references fail to show certain features of applicant's invention, it is noted that the features upon which applicant relies (i.e., make offers to a minority in an age, gender, or relationship group with divergent interest from the majority of people in age, gender or relationship group) are not recited in the rejected claim(s).

Conclusion

THIS ACTION IS MADE FINAL. Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire **THREE MONTHS** from the mailing date of this action. In the event a first reply is filed within **TWO MONTHS** of the mailing date of this final action and the advisory action is not

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mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the mailing date of this final action.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Marissa Thein whose telephone number is 571-272-6764. The examiner can normally be reached on M-F 8:00-5:00.

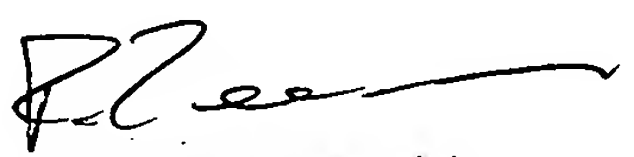
If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Ryan Zeender can be reached on 571-272-6790. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

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Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

Mtot

September 3, 2004

 9/4/07
F. RYAN ZEENDER
SUPERVISORY PATENT EXAMINER